ABSTRACT

A gamma voltage and video data correcting apparatus and method in a liquid crystal display that is capable of improving a display quality of the LCD, wherein gamma data for controlling the gamma voltage is stored for each of at least two modes. The gamma data for

5   each mode is accessed in response to an instruction from a user to select any one of the gamma data for each mode. In response to the gamma data for the selected mode, n gamma voltages (wherein n is an integer), each having a different voltage level, indicated by the gamma data in the selected mode are generated. In the video data correcting method, a lookup table is provided in which a color temperature correction data for correcting a color

10   temperature characteristic of an input image is set in correspondence with a gray level value of the input image. The lookup table is accessed in accordance with the gray level value of the input image to read out color temperature correction data corresponding to the gray level value of the input image. The data lines are driven by the color temperature correction data.